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SOCIAL MEDIA VS ONLINE HIRING: WHAT RECRUITERS PREFER

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ABSTRACT

Business leaders and Talent acquisition team are always on their toes to supersede even the latest recruiting. Owing to this, the world is observing the hiring industry undergo pockets of disruption. With technology booming at its own pace, E-recruiting has become the newest form of hiring avenue. The world is also witnessing the democratization of recruiting because of technology boom. Companies and institutions are under constant pressure, not only to find top talent, but also to find them at lower costs. Now the concern remain that which form of E-recruiting offers best returns. Social Media and online recruiting portals are the popular methods. While we see a rise in usage of both, there exists a need to determine which method is most preferred by whom, the job seekers or the recruiters. Various factors go into determining which platform to choose. This study brings to you a comparative assessment of hiring sources, Job Boards Vs. Social Media for IT companies in Pune city.

Key words: Social Media, Job Boards, Job Seekers, Recruiting, Hiring Platforms

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1. INTRODUCTION

This report highlights three main aspects of the comparative study:

Job Boards as primary sourcing option by Job Seekers and Recruiters

Although there is a rise in social media as a source for hiring, not too many of job seekers and recruiters are resorting to that platform. Both continue to rely majorly on the online recruiting services such as Naukri.com.

Factors for choosing between hiring platform

Job seekers and recruiters make an informed decision before selecting the right platform to leverage the maximum. Candidates make a choice mainly based on the number of years of

experience they possess. As for recruiters, they evaluate the kind of profile they are posting and the urgency with which the job needs to be filed.

Incorporation of Social Media as part of recruitment process

Although recruiters prefer job boards as a primary source of hiring, social media cannot be entirely ignored. Most recruiters continuously check social media of candidates for passive hiring and cross checking job seekers candidacy. The right combination of using both together will yield best results.

For the purpose of going about this study, few characters have been introduced in order to make it easier to relate and comprehend. These do not depict any real case scenario and are purely for dramatization.

2. INFERENCES

2.1. Job Boards as Primary Sourcing Option by Job Seekers & Recruiters

2.1.1. Industry Trends

Hiring volumes and budgets are perfectly poised for growth on an upward swing. Doing more with less is more important now than ever before. Competition and compensation continue to be the top obstacles for attracting talent, forcing recruiting leaders to get smart and use data-driven techniques in their pursuit of top talent. Companies, small and large, face their own unique challenges in recruiting, and therefore must play to their own competitive advantages.(Sam Gager, 2015)[1]

2.1.2. Tapping the Right Platform

Siddharth (name changed) has been the HR manager for a medium size IT company for more than 5 years. His boss has given him a deadline to fill vacancies for various positions within the set budget of the organization. Being in the industry for a long time, he has witnessed the trends of e-recruiting picking up and plans to capitalize on it.

His company has majorly been recruiting via Job Boards such as Naukri.com, Monster.com and like. His competitors and IT industry ingenerally share a similar pattern. (Fig 1)

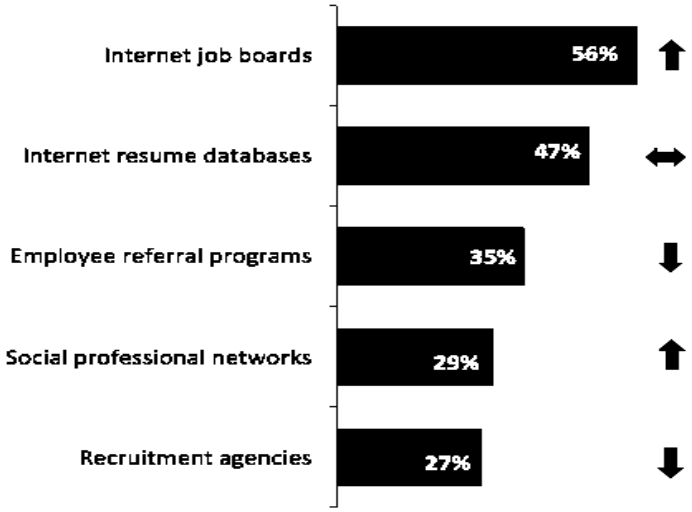
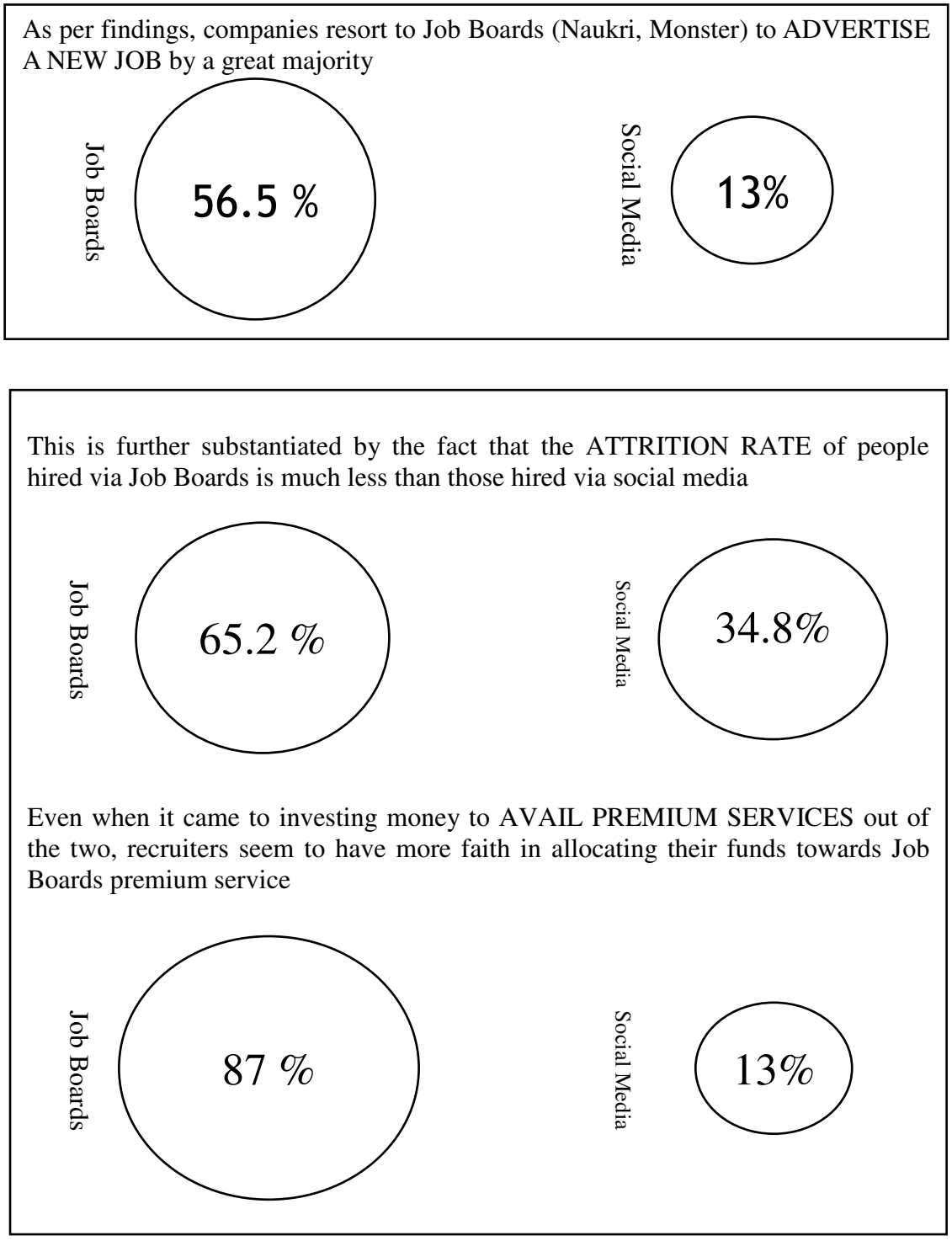


Figure 1

He notices a rise in hiring via social media and contemplates whether to be more invested in that platformor to continue the already followed pattern. (Graph 1)



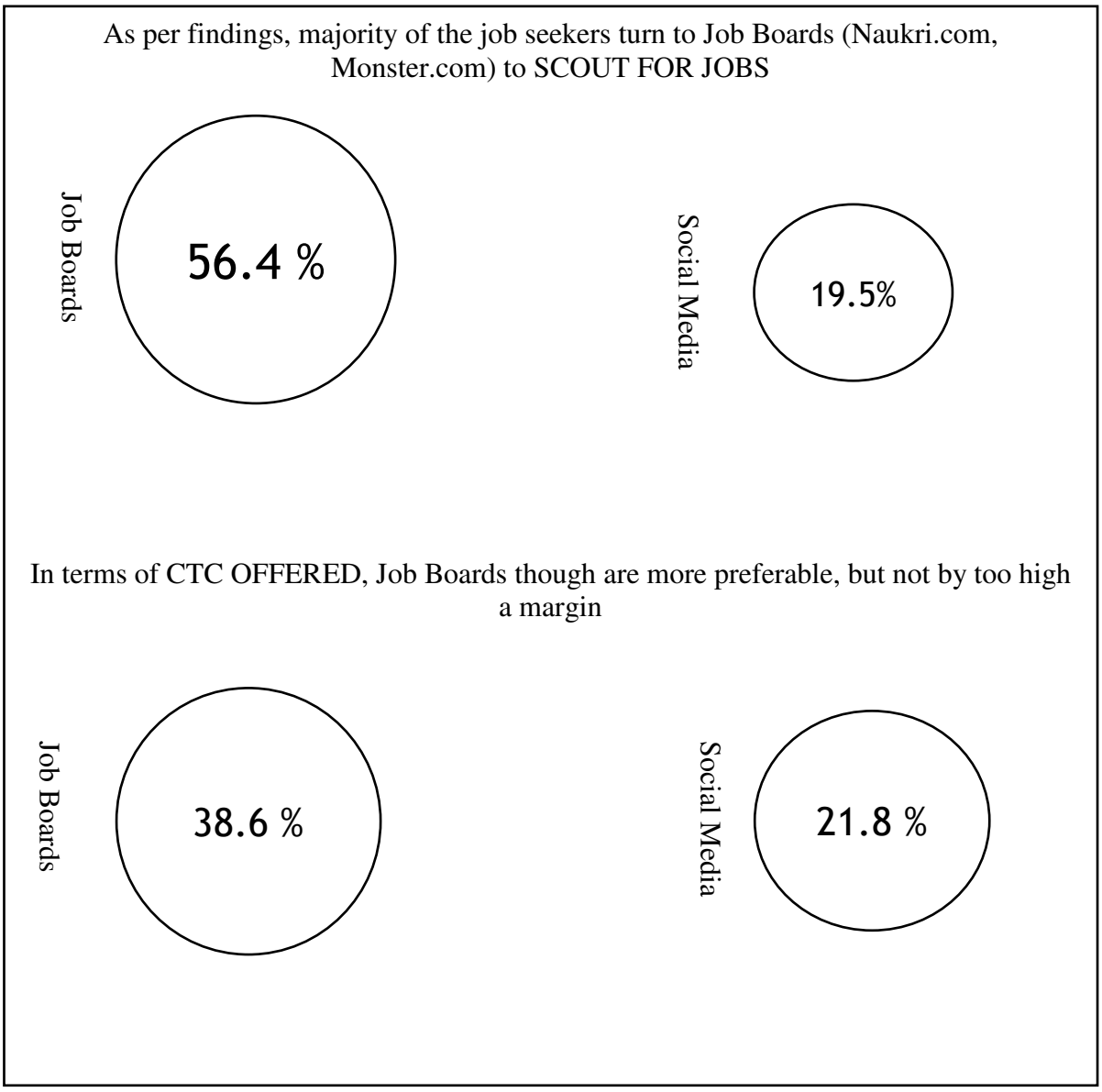
Graph 1

Sheetal has recently left her job at a leading IT company in Pune and is on the lookout for another one. She's been working for about 8 years and has worked in 3 different organizations so far. Her tenure at her previous organization was 2 years.

She just doesn't seem to get the right job satisfaction. She'd been hearing a lot about the recruiters tapping on social media and had applied via LinkedIn for her previous organization. Her previous two organizations were from campus recruitment and employee referral.

Her friends have advised her to turn to Job Boards for her hunt. Most of her colleagues have been getting recruited via Job Boards and they appear to be fairly satisfied in their jobs

She's been wondering whether to look more actively on Job Boards or Social Media. (Graph 2)



Graph 2

2.2. Factors for Choosing Between Hiring Platform

2.2.1. Employers' Focus On Passive Versus Active Candidates

As the number of Generation Y and soon, Gen Z workers continues to increase, recruiters have learned that these employees' expectations about the hiring process differ from those of older generations. Millennials have been raised on technology, and to be effective, recruiters are engaging Gen Y candidates in new ways.

This is especially true of "passive candidates" individuals who aren't necessarily seeking a job, but are open to new opportunities. Today, it's far more important for a recruiter to be proactive when finding candidates.Employers on the other hand have no dearth of applications which they receive as soon as they post a job. They can simultaneously leverage from active candidates who approach the employer for jobs.(Taylor, 2016)[2]

2.2.2. Factors Influencing To Choose A Platform

Siddharth has to evaluate two things in choosing the right platform to fill vacancies, which platform will provide candidates with least amount of time and which kind of profiles will generate better quality of candidates on which platform.

Quality of hire is considered the most valuable hiring metric (Fig 2), not only for Siddharth's company, but also for his competitors.

Siddharth's company is on a mode of expansion and need to increase their visibility in the minds of the consumers. They seek a marketing manager and marketing associates at the earliest who can help them achieve that.

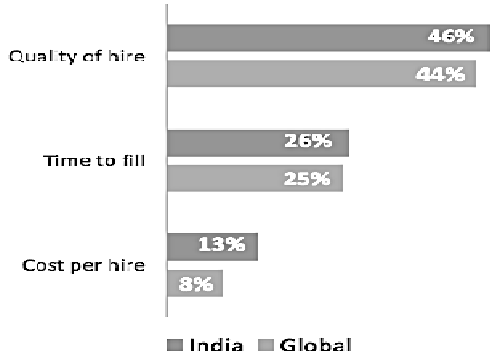
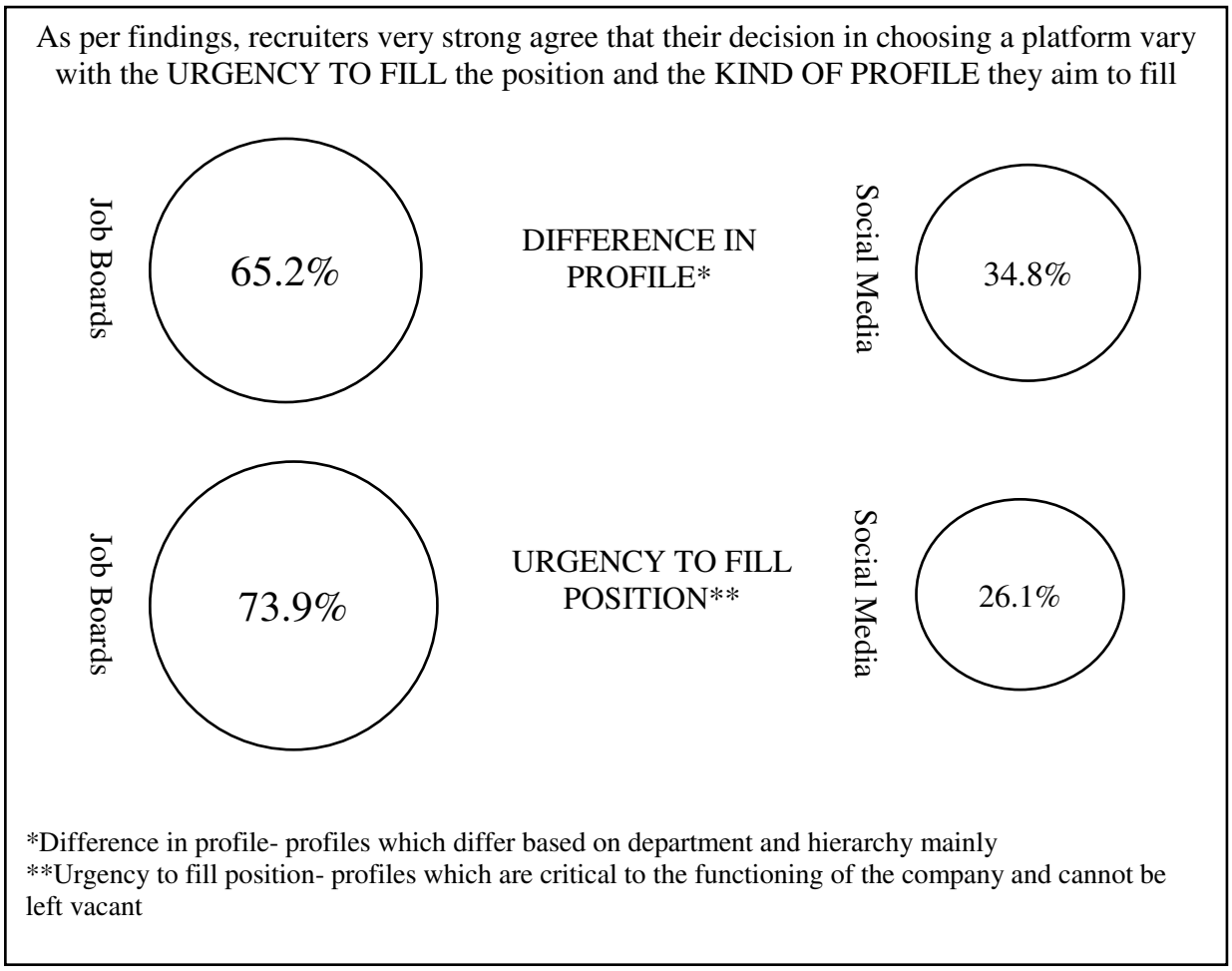


Figure 2

He has also been given the responsibility to find CTO. Owing to the responsibility this position holds, his focus is on getting an extremely competent and knowledgeable person. He plans to tap on the professional network of his superiors to find a quality candidate. (Graph 3)

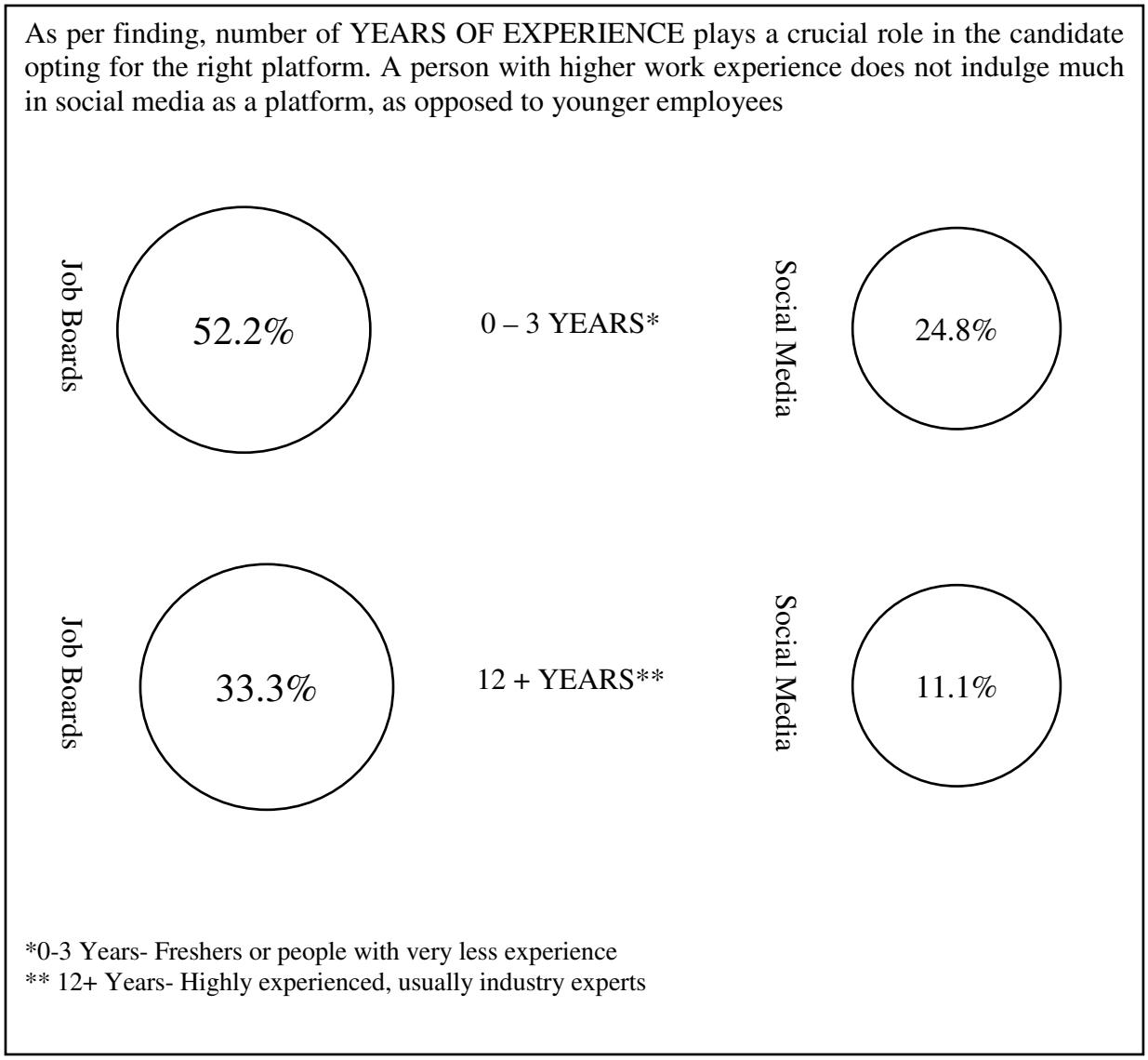


Graph 3

Sheetal carries with her self a background in Marketing and Operations and plans to continue in the same field. She builds up her profile on a popular Job board and jump starts to find herself a new job.

Meanwhile, Mr. Verma, her former superior, also quits in anticipation for a higher position job. They happen to get in touch and she advices him to start contacting people known to him rather than exhausting time and energy in extensiely seeking jobs online.

Mr. Verma is not a very tech savvy person. He likes the idea suggested to him and starts contacting his friends and ex collegues. Finding himself a little disoriented in findning contacts only via email and phone numbers, he hesitently creates a profile on a popularprofessional networking site, only to have a consolidated list of people he would want to contact. (Graph 4)



Graph 4

2.3. Incorporation of Social Media as part of recruitment process

2.3.1. Adopting Technology from The Innovators

Job boards are still seen as the first port of call for active job seekers, with more candidates visiting job board platforms for their search than any other option. Social platforms such as LinkedIn are more often than not used in conjunction with job boards, taking advantage of the networking aspects in a social space.

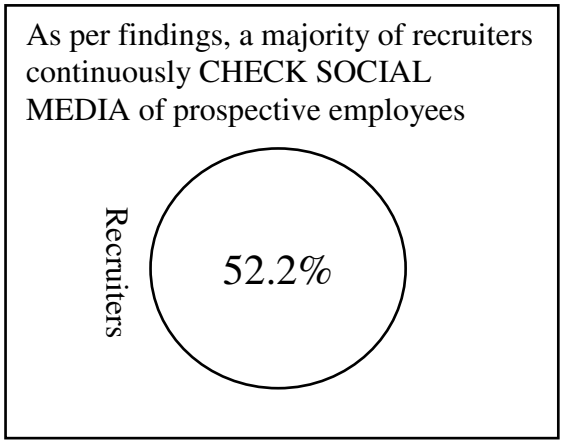
If you think about when you visit LinkedIn, no doubt your peers will be sharing job vacancies. The majority of these are actually featured and shared from external job boards, rather than LinkedIn's own recruitment solution.

Social recruiting has changed the relationship between job boards and social platforms. The last couple of years has seen the job board industry treat social media as competition, when it fact social can be a fantastic tool to compliment job board activity and is a great marketing and outreach opportunity.(Mills, 2015)[3]

2.3.2. Leveraging from the Both

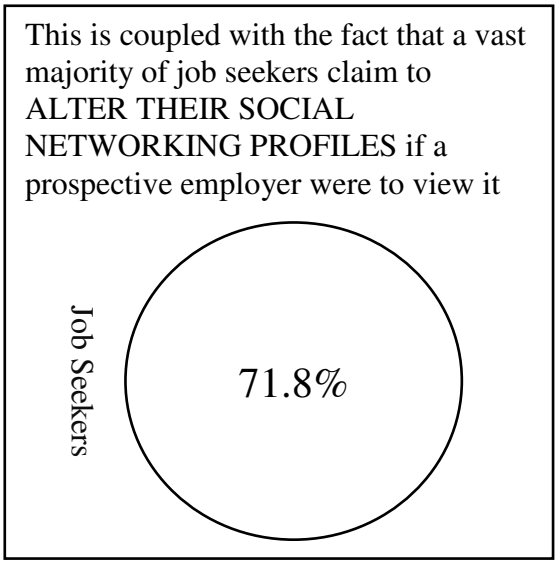
Siddharth resorts to job boards to the fill the urgent positions by scouting for active candidates. He gets a great response and is easily able to filter to get desired pool of candidates. He shortlists three candidates who perfectly fit the requirement of the job. Sheetal was one of them.

Siddharth simultaneously scans through the professional network of his seniors to find a quality candidate for the position of CTO. He stumbles across Mr. Verma's profile who is in the professional network of his senior's friend. He assesses his profile and likes it immediately. He gets in touch with Mr. Verma and requests for more professional information to evaluate his candidature better. (Graph 5)



Graph 5

Sheetal got the job which she feels she is meant to have. Her platform for scouting a job matched perfectly with that of the recruiters. She was an active seeker which matched with the urgency of the position to be filled. Mr. Verma was also hired owing to his professional contact in the employing company. He created a profile on a professional networking site and put that to his advantage. Here, not only benefitted from an employee referral, but also by having presence on social media. (Graph 6)



Graph 6

3. CONCLUSION & RECOMMENDATION

With an extensive rise in social media as a hiring platform, it is a false dichotomy to say that social media alone is the solution to all problems. Social media is an important part of online recruiting, but it isn't everything. It isn't a killer of job boards, but rather part of an important symbiosis where social media and job boards keep each other thriving and growing. Social media platforms are about sharing, and job boards provide some of that content. Social media simply extends the capacity, allowing job boards to reach further. (Plunkett, 2014)[4]

To make most of both the platforms, recruiters need to evaluate which platform offers what kind of advantage. With the help of this study, following are the recommendations:

- Candidates actively looking for jobs should resort to job boards rather than social media.
- Recruiters should tap on passive candidates via scrutinizing their activities on social media.
- Candidates should be active on both Social Media and Job Boards, irrespective of type of profile. (Mr. Verma could have registered on senior level job listing sites such as HeadHonchos.com to increase chances).
- Recruiters restricted to Job Boards should leverage from Social Media by increasing their presence. They should continuously check social media of prospective employees to gauge them better.
- Increasing presence on social media will also give a stage to recruiters to improve their 'Employer Branding'.
- Candidates should also be thoughtful of their activities on social media as they might be being closely watched by a prospective employer.

4. FIGURES & GRAPHS

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